AMENDMENTS TO THE CLAIMS

1.   (Currently amended) A <u>computer implemented</u> method for managing media delivery <u>for a plurality of media</u>, the method comprising:

<u>calculating a dynamic rotation frequency for each of the plurality of media, wherein each dynamic rotation frequency is based upon a quotient of a delivery goal for a corresponding one of the plurality of media and an estimated number of display opportunities to be encountered during a predetermined period of time;</u>

obtaining a request for media;

determining one or more <u>of the plurality of</u> media to deliver in response to the request, wherein the determination of the one or more <u>of the plurality of</u> media corresponds to [[a]] <u>the</u> dynamic rotation frequency <u>of the determined one or more of the plurality of media</u>; ~~and~~

outputting the one or more <u>determined</u> media<u>; and</u>

<u>in response to outputting, dynamically adjusting the dynamic rotation frequency for the one or more output media.</u>

2.   (Currently amended) The method as recited in Claim 1, wherein the rotation frequency is ~~based upon a quotient of a delivery goal and a dynamic count of media display opportunities encountered during a media delivery campaign~~ <u>used to assign a priority to each of the plurality of media based upon a comparison of each dynamic rotation frequency.</u>

3.   (Currently amended) The method as recited in Claim 2, further comprising ~~initializing the rotation frequency as a quotient of the delivery goal and an estimated number of display opportunities that will be encountered during the media delivery campaign~~ <u>updating the assigned priorities for each of the plurality of media based upon the dynamically adjusted dynamic rotation frequency.</u>

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4.   (Currently amended) The method as recited in Claim [[3]] 1, wherein the rotation frequency is dynamically adjusted as a function of the number of actual display opportunities encountered during the ~~media delivery campaign~~ the predetermined period of time.

5.   (Currently amended) The method as recited in Claim [[4]] 1, wherein the dynamically adjusted rotation frequency is based [[on]] upon a quotient of the delivery goal and a sum of the number of display opportunities encountered and an estimated number of display opportunities to be encountered for any remaining time in the ~~media delivery campaign~~ predetermined period of time.

6.   (Currently amended) The method as recited in Claim 5, wherein the sum of the number of display opportunities and the estimated number of display opportunities remaining is embodied in a dynamic array having a number of array elements representative of fixed periods of time, wherein the sum of time represented by the array elements is equal to the a total of the predetermined period of time ~~period allotted for the media delivery campaign~~.

7.   (Currently amended) The method as recited in Claim 6, wherein each array element is initially populated with an estimated number of display opportunities to be encountered and wherein the contents of each array element is subsequently replaced with an actual number of display opportunities encountered during the ~~media delivery campaign~~ predetermined period of time.

8.   (Currently amended) The method as recited in Claim 1, wherein the media is advertising media to be delivered during the predetermined period of time, and wherein the predetermined period of time is an advertisement delivery campaign.

9.   (Canceled)

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10. (Canceled)

11. (Currently amended) ~~An~~ A computer-implemented advertisement media delivery system, the system comprising:

an advertisement media manager operable to:

generate new advertisement media campaigns;

~~an advertisement media engine operable to generate an advertisement media schedule, wherein the advertisement media schedule includes~~ calculate a dynamic rotation frequency based ~~on information~~ upon a quotient of a delivery goal for an advertisement media campaign and an estimated number of display opportunities to be encountered during the advertisement media campaign, wherein the delivery goal is obtained from the advertisement media manager;

~~and wherein the advertisement media engine is operable to~~ select and deliver one or more advertisement media based on the dynamic rotation frequency ~~advertisement media schedule obtained from the advertisement media scheduler~~; and

dynamically adjust the dynamic rotation frequency in response to selecting and delivering one or more advertisement media.

12. (Original) The advertisement media delivery system as recited in Claim 11, wherein the advertisement media campaign includes information specifying a date range, a delivery goal, and a target market segment.

13. (Canceled)

14. (Canceled)

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15. (Currently amended) The advertisement media delivery system as recited in Claim [[14]] 11, wherein the rotation frequency is dynamically adjusted as a function of the number of actual display opportunities encountered during the media delivery campaign.

16. (Original) The advertisement media delivery system as recited in Claim 15, wherein the rotation frequency is based on a quotient of the delivery goal and a sum of the number of display opportunities encountered and an estimated number of display opportunities to be encountered for any remaining time in the media delivery campaign.

17. (Original) The advertisement media delivery system as recited in Claim 16, wherein the advertisement scheduler maintains a dynamic array having a number of array elements representative of fixed periods of time, wherein the sum of time represented by the array elements is equal to the a total time period allotted for the media delivery campaign.

18. (Original) The advertisement media delivery system as recited in Claim 17, wherein each array element is initially populated with an estimated number of display opportunities to be encountered and wherein the contents of each array element is subsequently replaced with an actual number of display opportunities encountered during the media delivery campaign.

19. (Currently amended) A computer-implemented method for tracking media display opportunities in a dynamic array for an item of media, wherein the dynamic array includes a number of array elements, the method comprising:

obtaining a media delivery campaign including a media delivery goal, a target market segment, and data indicative of a time period for generating the delivery goal;

selecting a number of array elements for the dynamic array, wherein each array element corresponds to a fixed time period and wherein the sum of the array element time periods equal the time period for generating the delivery goal;

populating each array element with an estimated number of display opportunities for the time period represented by array element; and

dynamically replacing the estimated number of display opportunities with an actual number of media display opportunities encountered.

20.　　(Original) The method as recited in Claim 19, wherein each array element corresponds to an equal fixed time period.

21.　　(Original) The method as recited in Claim 19 further comprising determining a dynamic rotational frequency based upon a quotient of the delivery goal and sum of the dynamic array.

22.　　(Original) The method as recited in Claim 19, wherein the media is advertising media to be delivered during an advertisement media campaign.

23.　　(Canceled)

24.　　(Canceled)

25.　　(New) A computer-readable medium having computer-executable instructions for performing a computer-implemented method for managing media delivery for a plurality of media, the method comprising:

calculating a dynamic rotation frequency for each of the plurality of media, wherein each dynamic rotation frequency is based upon a quotient of a delivery goal for a corresponding one

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of the plurality of media and an estimated number of display opportunities to be encountered during a predetermined period of time;

obtaining a request for media;

determining one or more of the plurality of media to deliver in response to the request, wherein the determination of the one or more of the plurality of media corresponds to the dynamic rotation frequency of the determined one or more of the plurality of media;

outputting the one or more determined media; and

in response to outputting, dynamically adjusting the dynamic rotation frequency for the one or more output media.

26.   (New) The method as recited in Claim 25, wherein the rotation frequency is used to assign a priority to each of the plurality of media based upon a comparison of each dynamic rotation frequency.

27.   (New) The method as recited in Claim 26, further comprising updating the assigned priorities for each of the plurality of media based upon the dynamically adjusted dynamic rotation frequency.

28.   (New) The method as recited in Claim 25, wherein the rotation frequency is dynamically adjusted as a function of the number of actual display opportunities encountered during the predetermined period of time.

29.   (New) The method as recited in Claim 25, wherein the dynamically adjusted rotation frequency is based upon a quotient of the delivery goal and a sum of the number of display opportunities encountered and an estimated number of display opportunities to be encountered for any remaining time in the predetermined period of time.

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30.	(New) The method as recited in Claim 29, wherein the sum of the number of display opportunities and the estimated number of display opportunities remaining is embodied in a dynamic array having a number of array elements representative of fixed periods of time, wherein the sum of time represented by the array elements is equal to the a total of the predetermined period of time.

31.	(New) The method as recited in Claim 30, wherein each array element is initially populated with an estimated number of display opportunities to be encountered and wherein the contents of each array element is subsequently replaced with an actual number of display opportunities encountered during the predetermined period of time.

32.	(New) The method as recited in Claim 25, wherein the media is advertising media to be delivered during the predetermined period of time, and wherein the predetermined period of time is an advertisement delivery campaign.

33.	(New) A computer system having a processor, a memory, and an operating environment, the computer system operable for performing a computer implemented method for managing media delivery for a plurality of media, the method comprising:

calculating a dynamic rotation frequency for each of the plurality of media, wherein each dynamic rotation frequency is based upon a quotient of a delivery goal for a corresponding one of the plurality of media and an estimated number of display opportunities to be encountered during a predetermined period of time;

obtaining a request for media;

determining one or more of the plurality of media to deliver in response to the request, wherein the determination of the one or more of the plurality of media corresponds to a the dynamic rotation frequency of the determined one or more of the plurality of media;

outputting the one or more determined media; and

in response to outputting, dynamically adjusting the dynamic rotation frequency for the one or more output media.

34.   (New) The method as recited in Claim 33, wherein the rotation frequency is used to assign a priority to each of the plurality of media based upon a comparison of each dynamic rotation frequency.

35.   (New) The method as recited in Claim 34, further comprising updating the assigned priorities for each of the plurality of media based upon the dynamically adjusted dynamic rotation frequency.

36.   (New) The method as recited in Claim 33, wherein the rotation frequency is dynamically adjusted as a function of the number of actual display opportunities encountered during the predetermined period of time.

37.   (New) The method as recited in Claim 33, wherein the dynamically adjusted rotation frequency is based upon a quotient of the delivery goal and a sum of the number of display opportunities encountered and an estimated number of display opportunities to be encountered for any remaining time in the predetermined period of time.

38.   (New) The method as recited in Claim 37, wherein the sum of the number of display opportunities and the estimated number of display opportunities remaining is embodied in a dynamic array having a number of array elements representative of fixed periods of time, wherein the sum of time represented by the array elements is equal to the a total of the predetermined period of time.

39.   (New) The method as recited in Claim 38, wherein each array element is initially populated with an estimated number of display opportunities to be encountered and wherein the

contents of each array element is subsequently replaced with an actual number of display opportunities encountered during the predetermined period of time.

40.   (New) The method as recited in Claim 33, wherein the media is advertising media to be delivered during the predetermined period of time, and wherein the predetermined period of time is an advertisement delivery campaign.

41.   (New) A computer-readable medium having computer-executable instructions for performing a computer-implemented method for tracking media display opportunities in a dynamic array for an item of media, wherein the dynamic array includes a number of array elements, the method comprising:

obtaining a media delivery campaign including a media delivery goal, a target market segment, and data indicative of a time period for generating the delivery goal;

selecting a number of array elements for the dynamic array, wherein each array element corresponds to a fixed time period and wherein the sum of the array element time periods equal the time period for generating the delivery goal;

populating each array element with an estimated number of display opportunities for the time period represented by array element; and

dynamically replacing the estimated number of display opportunities with an actual number of media display opportunities encountered.

42.   (New) The method as recited in Claim 41, wherein each array element corresponds to an equal fixed time period.

43.   (New) The method as recited in Claim 41, further comprising determining a dynamic rotational frequency based upon a quotient of the delivery goal and sum of the dynamic array.

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44. (New) The method as recited in Claim 41, wherein the media is advertising media to be delivered during an advertisement media campaign.

45. (New) A computer system having a processor, a memory and an operating environment, the computer system operable for performing a computer implemented method for tracking media display opportunities in a dynamic array for an item of media, wherein the dynamic array includes a number of array elements, the method comprising:

obtaining a media delivery campaign including a media delivery goal, a target market segment, and data indicative of a time period for generating the delivery goal;

selecting a number of array elements for the dynamic array, wherein each array element corresponds to a fixed time period and wherein the sum of the array element time periods equal the time period for generating the delivery goal;

populating each array element with an estimated number of display opportunities for the time period represented by array element; and

dynamically replacing the estimated number of display opportunities with an actual number of media display opportunities encountered.

46. (New) The method as recited in Claim 45, wherein each array element corresponds to an equal fixed time period.

47. (New) The method as recited in Claim 45, further comprising determining a dynamic rotational frequency based upon a quotient of the delivery goal and sum of the dynamic array.

48. (New) The method as recited in Claim 45, wherein the media is advertising media to be delivered during an advertisement media campaign.

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